



INTERNATIONAL FESTIVAL
FOR AND DRUMS
TRADITIONAL ART





PIERRE G. ABDELMALAK 900192705 DSGN220201 SPRING 2022

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01 DRUM CONCEPT

The international drum and traditional art free folk festival takes place in Cairo's El-Moez Street and Salah El-Din Castle. In an effort to promote «global peace,» the festival will feature folklore bands from throughout the world to demonstrate their cultural heritage, with a focus on drums as an unifying instrument that ties international culture. Since the festival expresses FUN and enjoyment, which can be seen in the smiles on people's faces as well as the colourful costumes accompanied by the pounding of the drums. I intended to promote the festival using the COLORFUL patterns that are portrayed in each country's folklore costumes, which are slightly distinct from one another but yet merge together and represent fun, brightness, and happiness .

**O2 MIND
MAP**

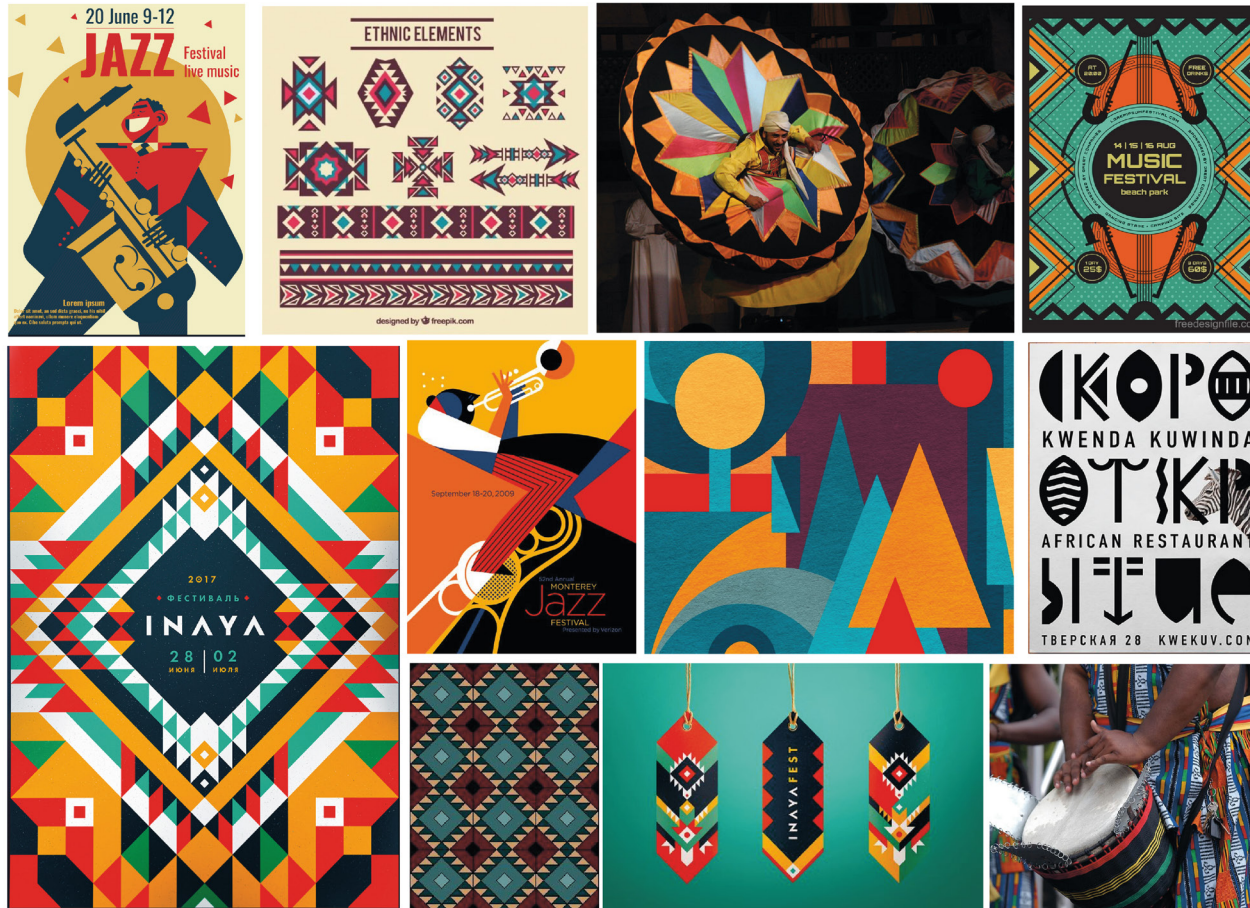


03 MOOD BOARD



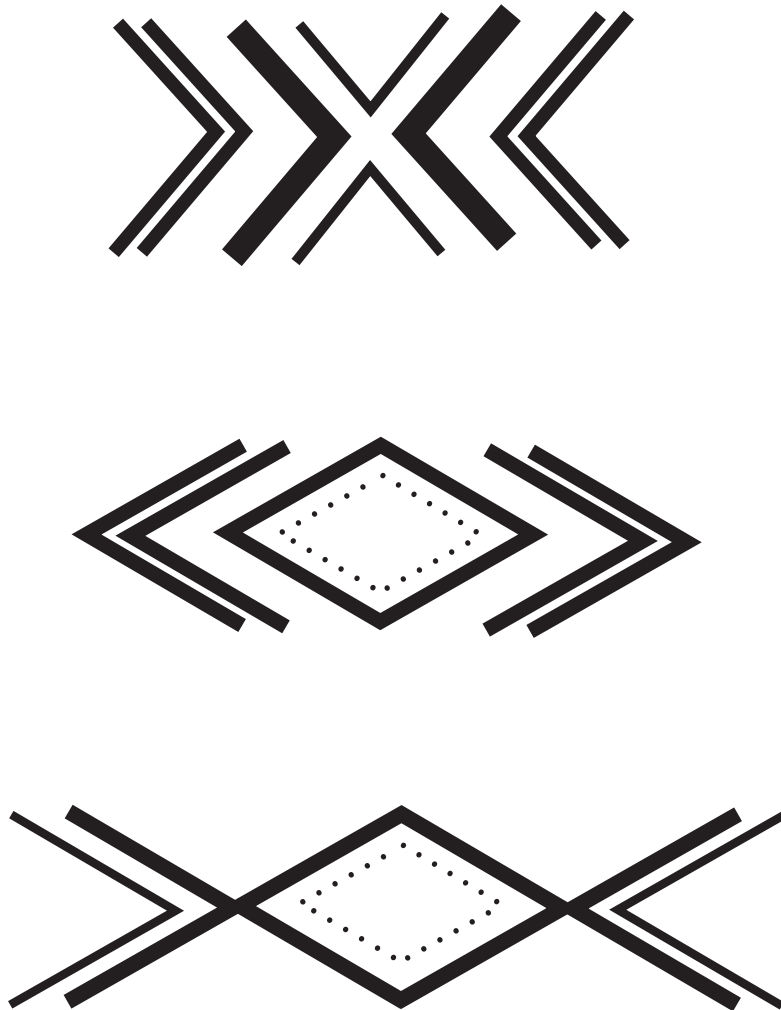
This mood board encapsulates the atmosphere of the drum festival, as seen by its tonality, which is colorful but not chaotic, diverse but not disjointed, and enthusiastic.

04 INSPIRATION BOARD



This inspiration board depicts the general notion of what I am inspired by, which is the colours and shapes of the tanoura, which is also a simple, geometric, and abstract art that I believe is giving the drum festival its vibes.

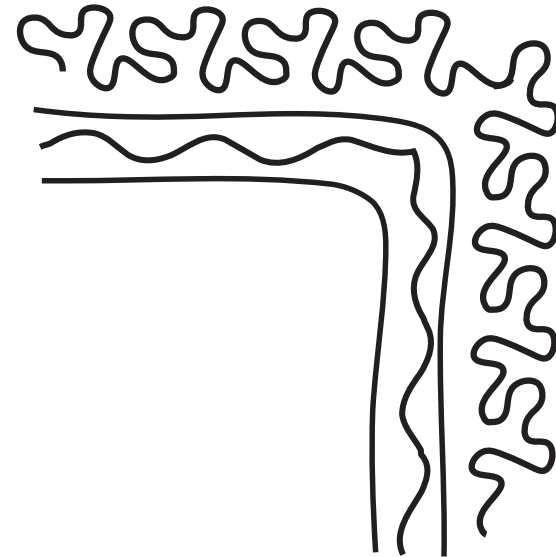
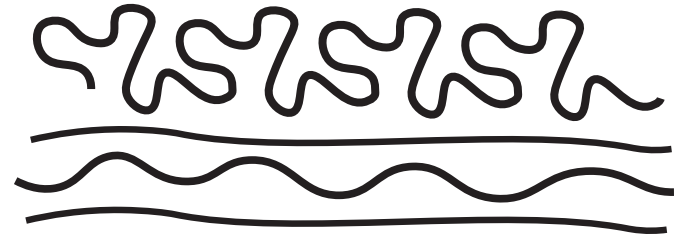
**OS COSTUME
RESEARCH**

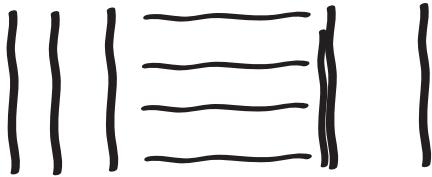
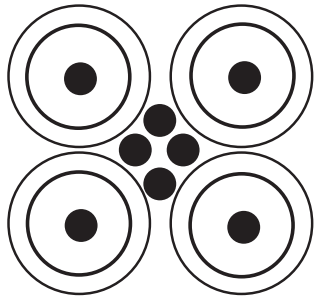
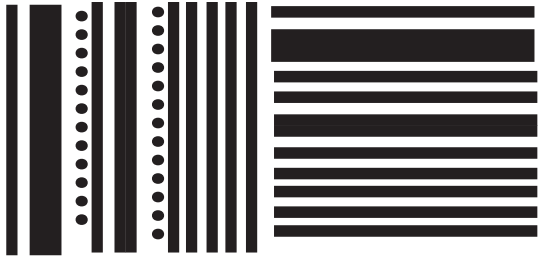


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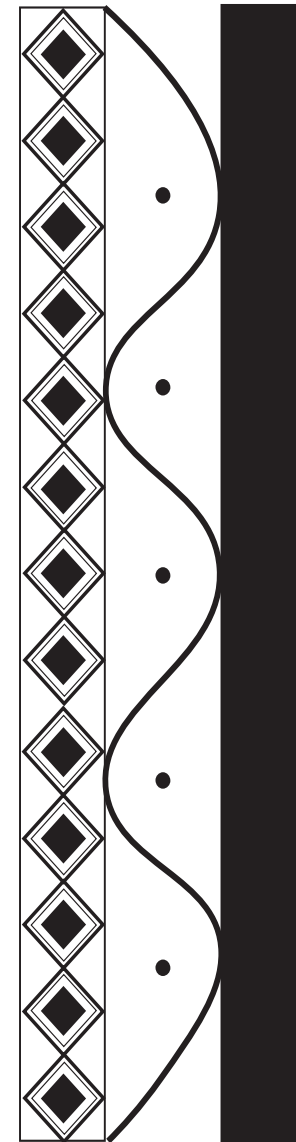


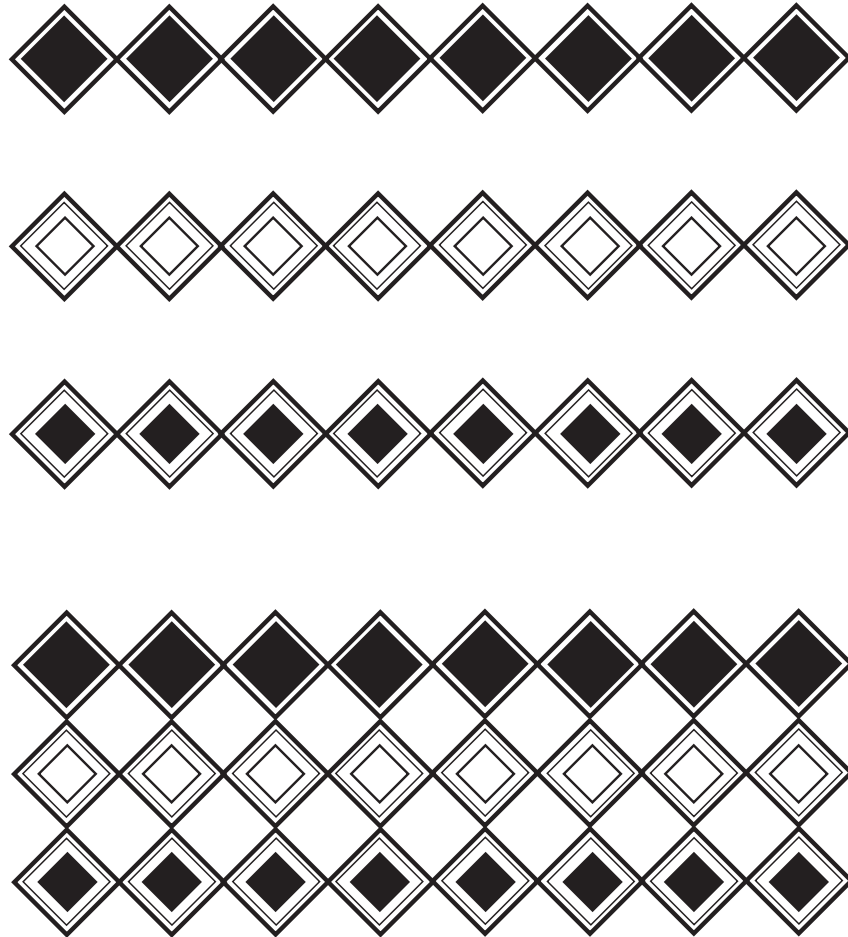


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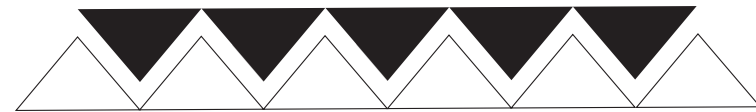
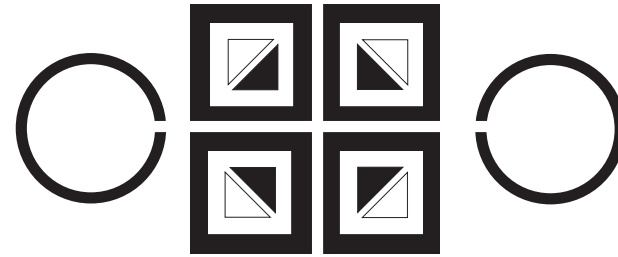


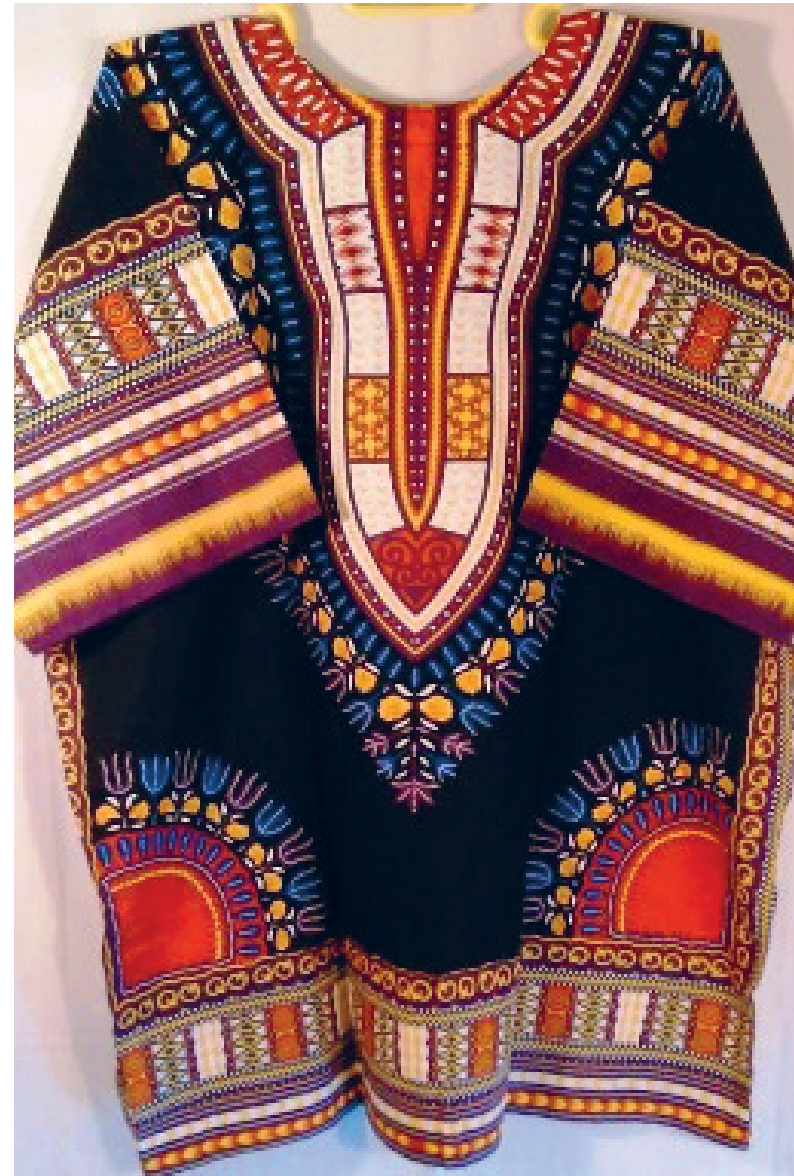
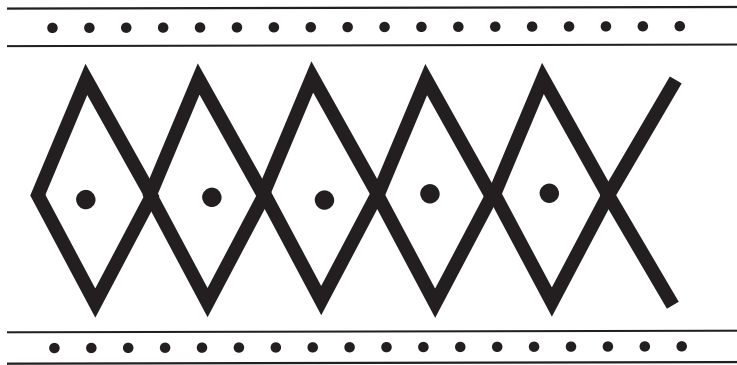


<https://www.shutterstock.com/image-photo/beaded-dress-traditional-palestine-jordan-handmade-667607380>



<https://www.flickr.com/photos/azwegers/6364877017/>

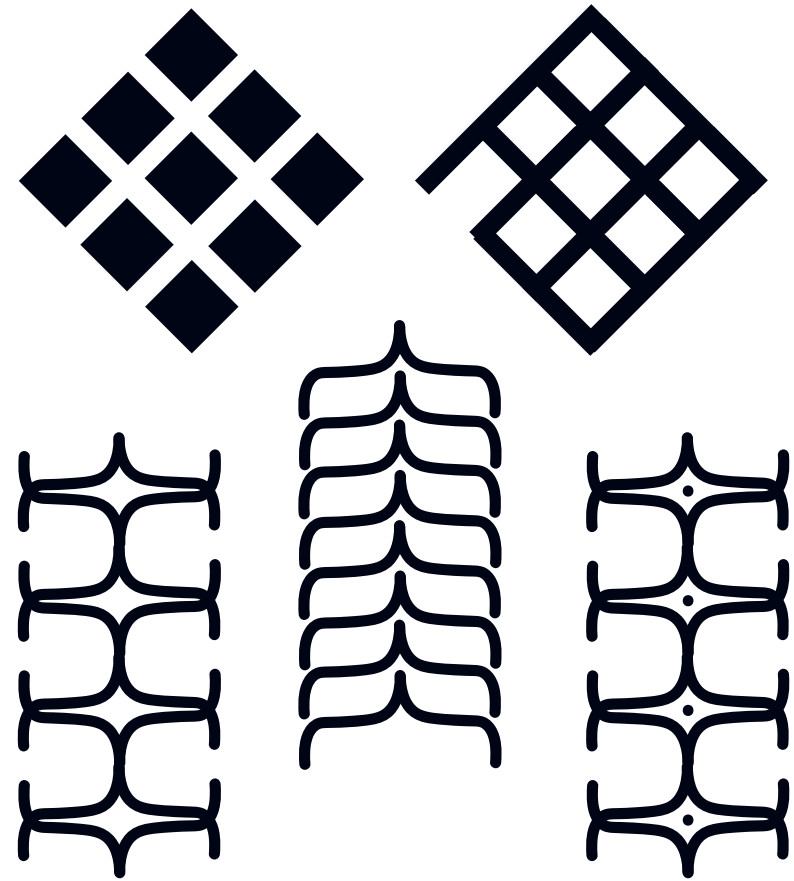


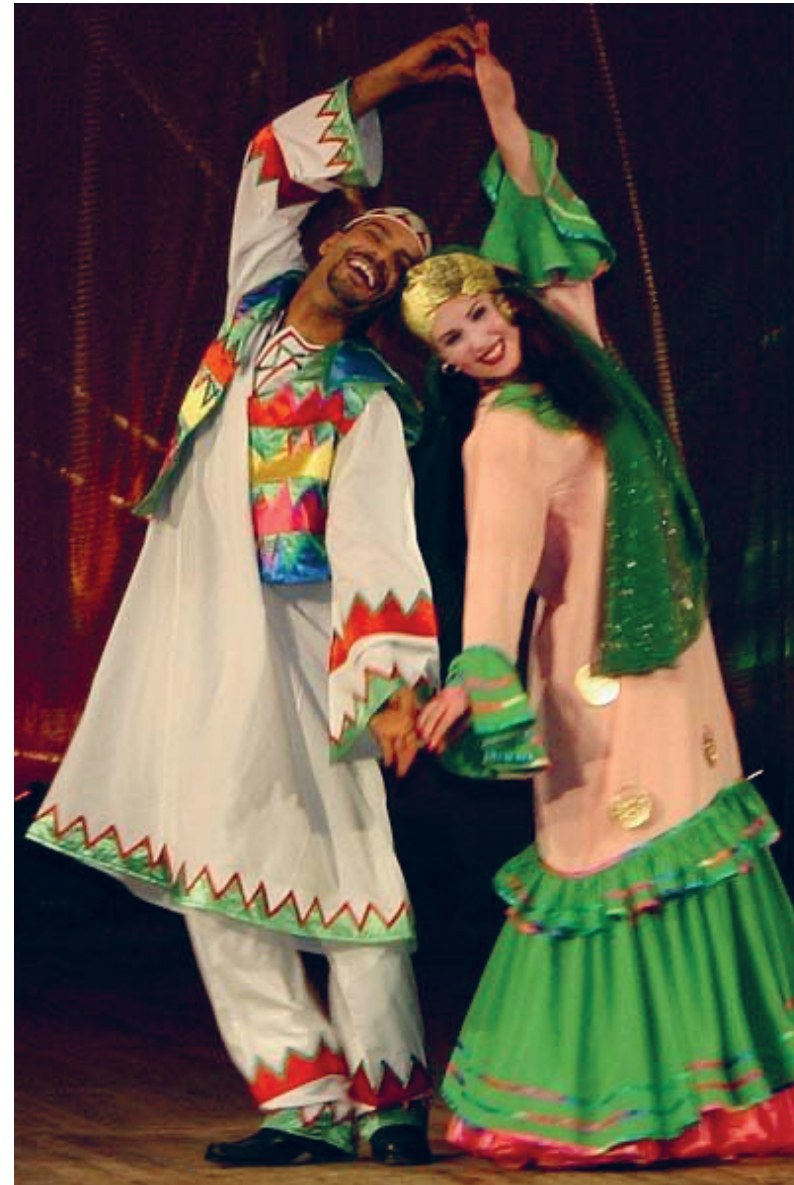
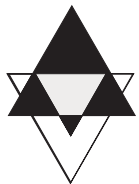
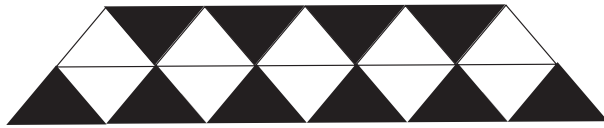
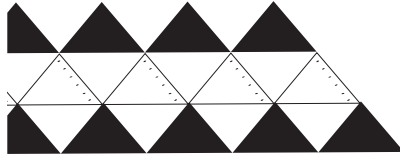


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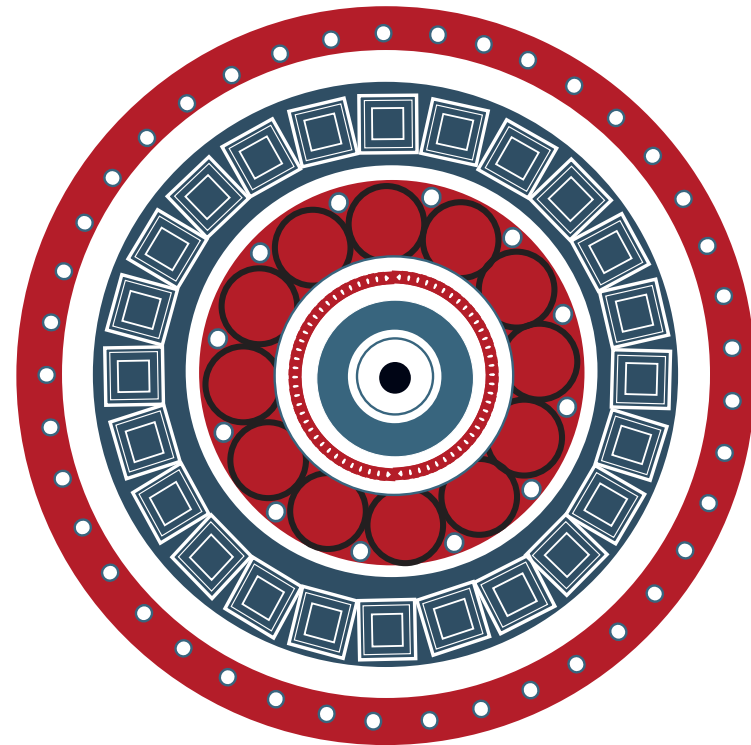
<https://www.pinterest.com/pin/464363411557850964/>

06

DESIGN
ELEMENTS



This motif is inspired by patterns found in traditional costumes worn by people in South American nations such as Mexico.



This motif is inspired by European patterns and the European style that is utilized in traditional costumes such as those worn in Greece.



This motif is based on traditional Asian patterns inherent in Folkloric Asian clothes worn by people in Asian countries such as the Philippines and Indonesia.

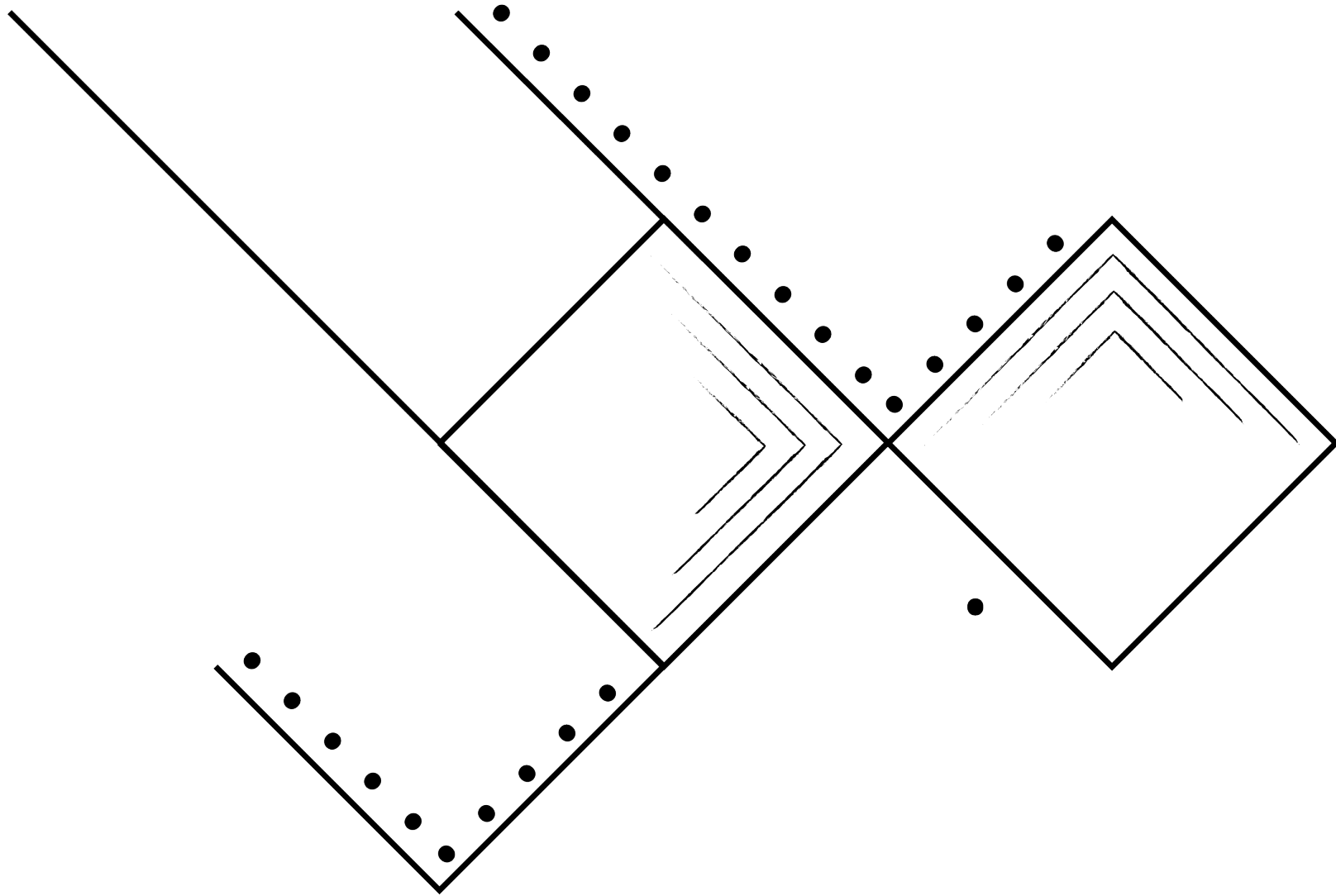


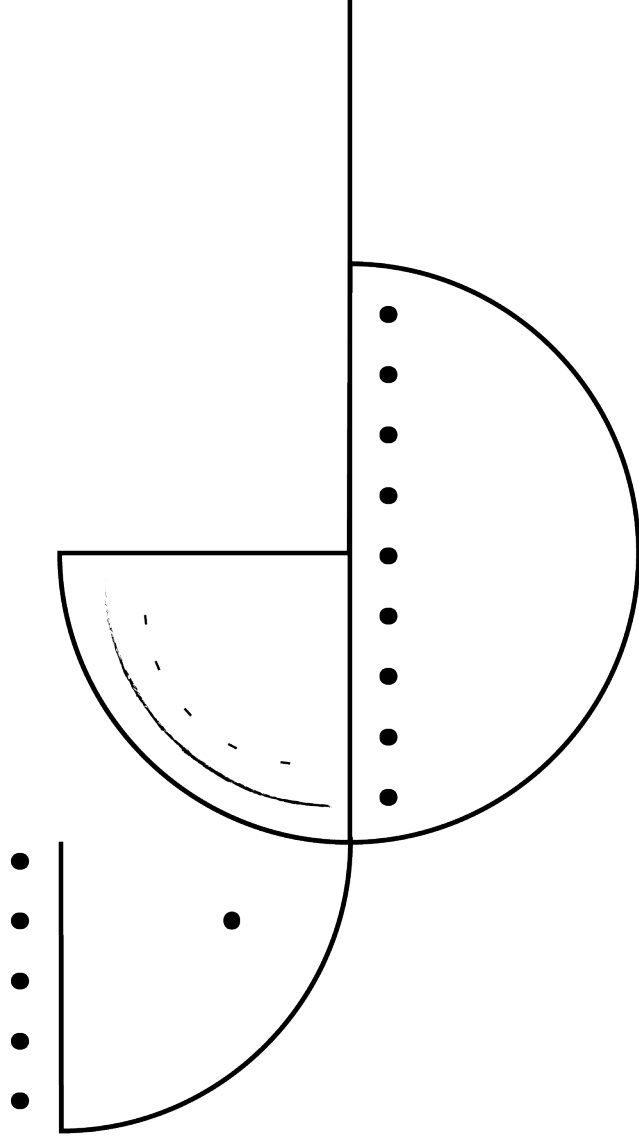
This motif is inspired by patterns found in traditional outfits worn by people in central and southern African nations such as Ghana.

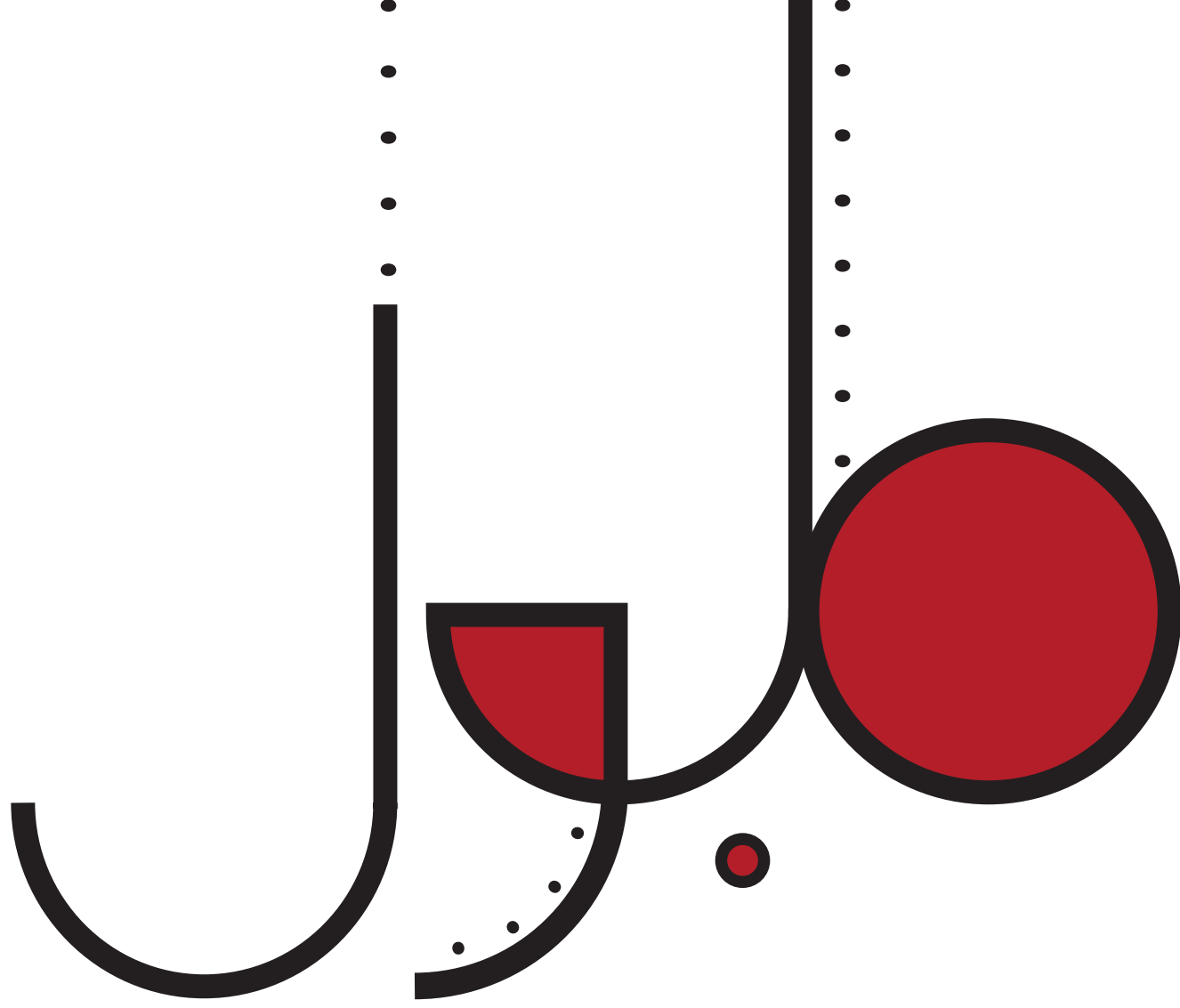


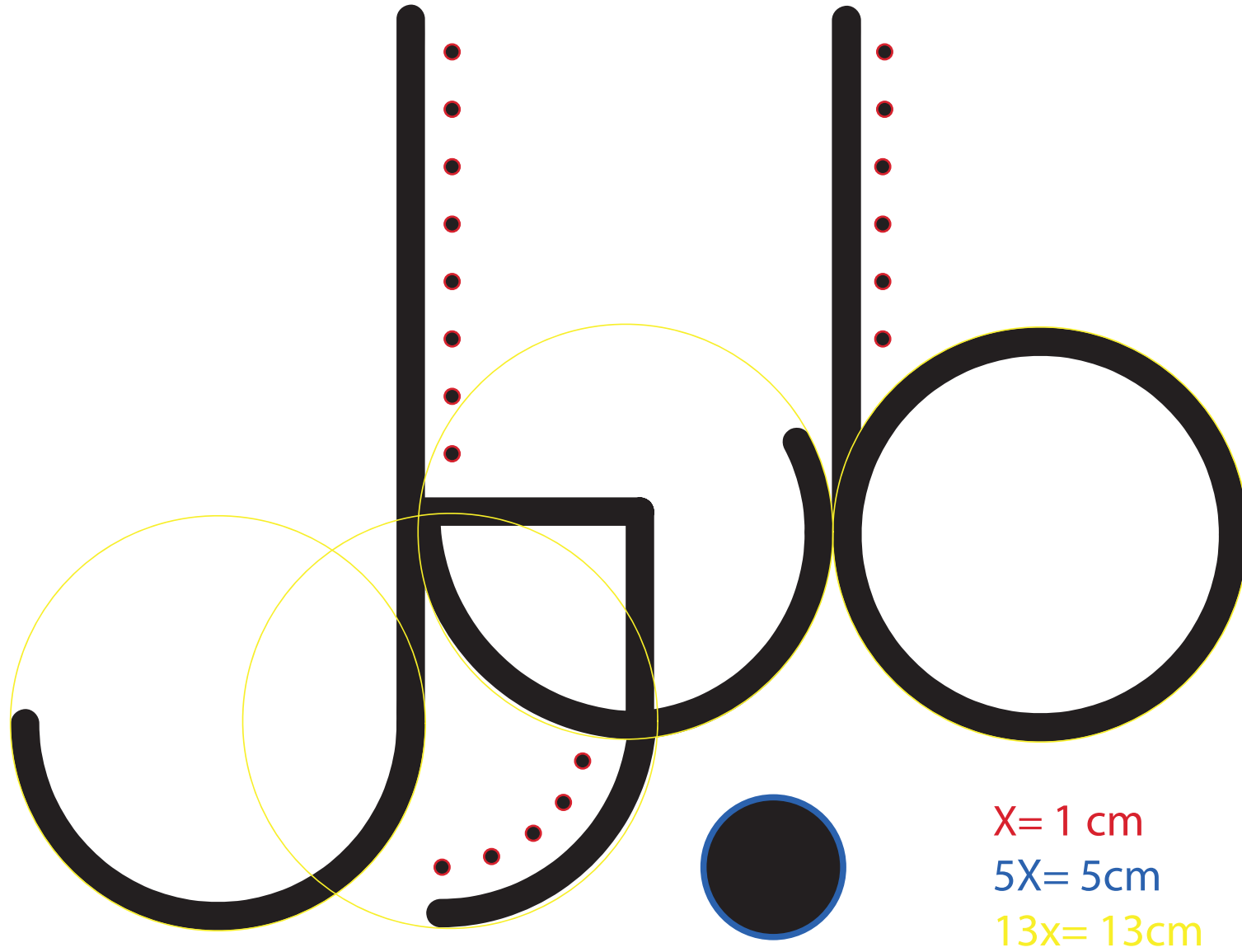
This motif is inspired by middle eastern patterns and its traditional and folklore style, which may be seen in traditional clothes from Egypt, Syria, and Palestine.

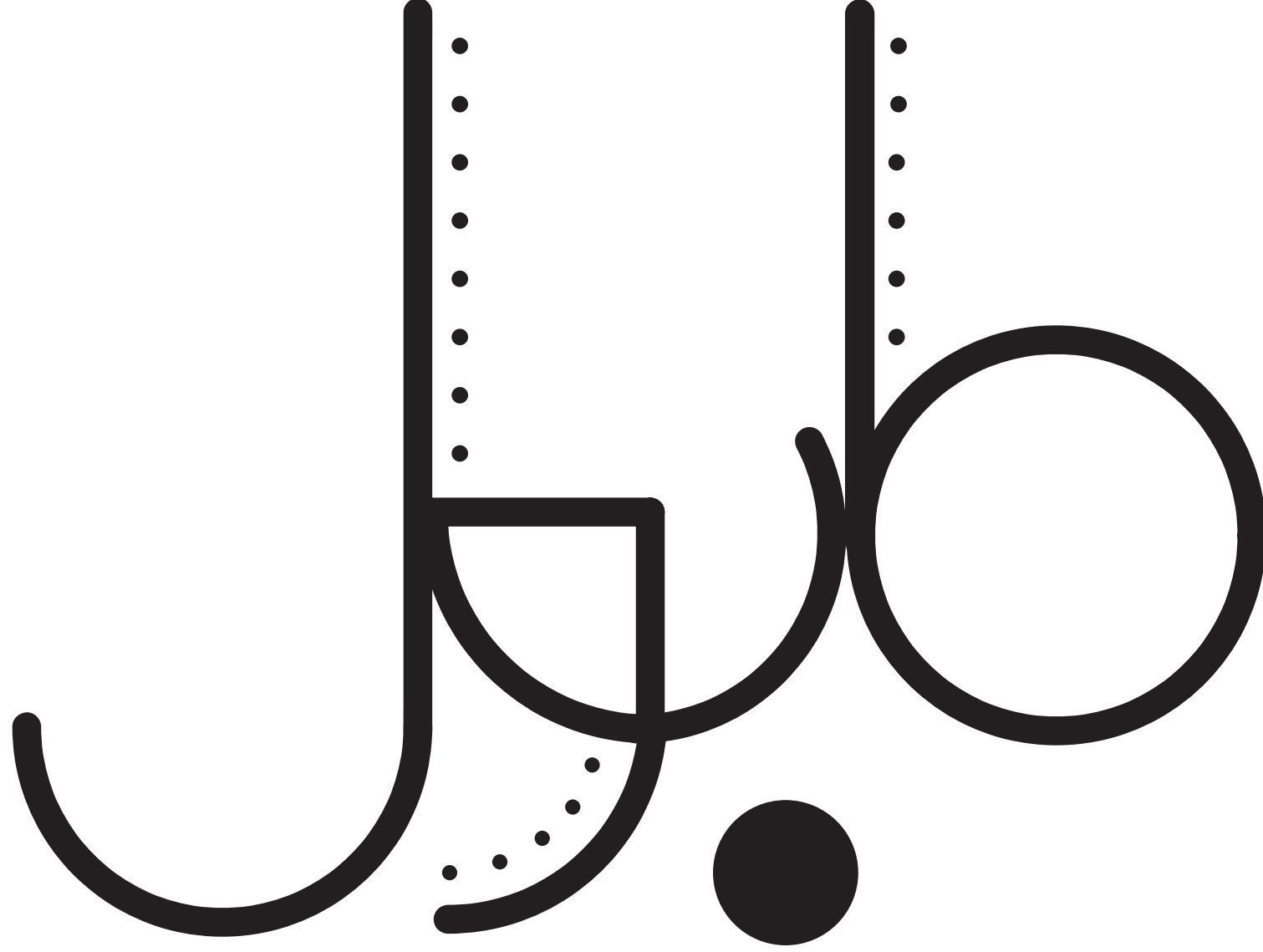
**07 DRUM
LOGO**



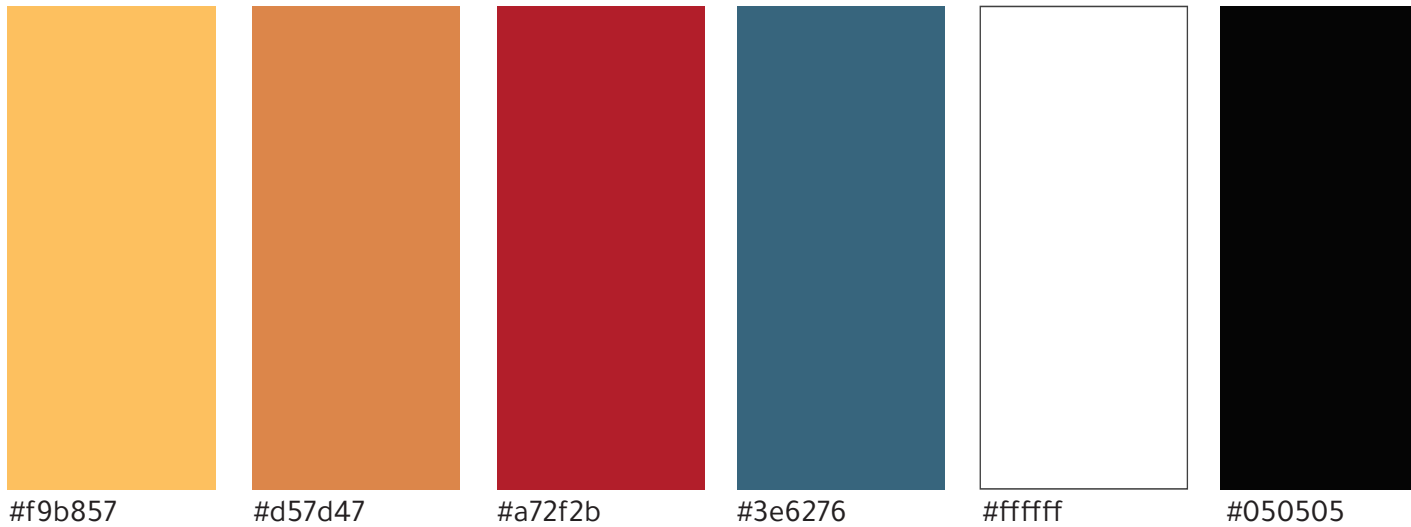








**08 DRUM
COLORS**



This colour palette was inspired by actual festival photographs. It also shows the heritage of several cultures in a new and modern way.

09 TYPOG- RAPHY

SOUTH AFIRKAS 2100

a 0097	b 0098	c 0099	d 0100	e 0101	f 0102	g 0103	h 0104	i 0105	j 0106	k 0107	l 0108
A	B	C	D	E	F	G	H	I	J	K	L
m 0109	n 0110	o 0111	p 0112	q 0113	r 0114	s 0115	t 0116	u 0117	v 0118	w 0119	
M	N	O	P	Q	R	S	T	U	V	W	
x 0120	y 0121	z 0122									
X	Y	Z									

0 0048	1 0049	2 0050	3 0051	4 0052	5 0053	6 0054	7 0055	8 0056	9 0057
0	1	2	3	4	5	6	7	8	9

10

DRUM
POSTER









11

DRUM
APPLICATIONS











STANDARD & VIP TICKETS











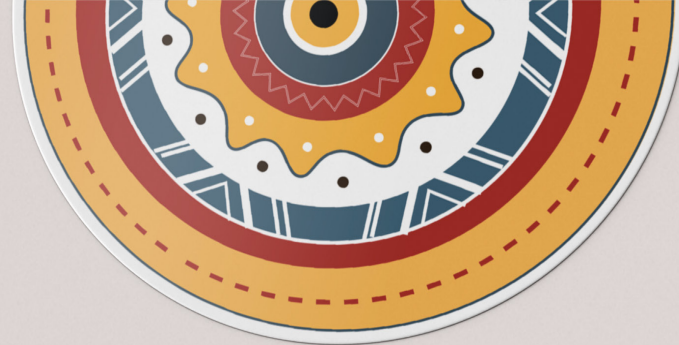
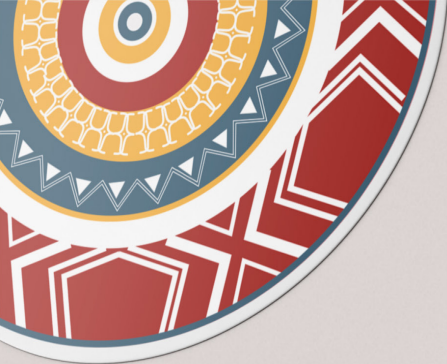






WATER BOTTLE

STICKERS





PIN BUTTONS

12 DRUM
SOCIAL MEDIA



These are some Instagram posts that promote for the Festival overall in general



**SALAH ELDIN
CITADEL
BIR YOUSSEF**

EGYPT

**12-19
JUNE
2022**



SRILANKA

**SALAH ELDIN
CITADEL
BIR YOUSSEF**

**12-19
JUNE
2022**



**12-19
JUNE
2022**



**SALAH ELDIN
CITADEL
BIR YOUSSEF**

GUINEA

**12-19
JUNE
2022**



**SALAH ELDIN
CITADEL
BIR YOUSSEF**

SOUTH SUDAN





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